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News Release

WESTERN KENTUCKY COUNTIES HAVE NEW OPTION FOR HEALTH INSURANCE Welborn Health Plans of Indiana joins Kentucky market

FRANKFORT, Ky. (Aug. 31, 2007) - Residents of 10 western Kentucky counties now have another option for health insurance.

Welborn Health Plans of Indiana has begun marketing a health maintenance organization (HMO) plan in Kentucky's group market. The plan is available in the following counties: Breckinridge, Daviess, Hancock, Henderson, Hopkins, McLean, Muhlenberg, Ohio, Union and Webster.

"The addition of Welborn is great news for residents of the Owensboro area," said Julie Mix McPeak, executive director of the Kentucky Office of Insurance. "We have worked diligently to stabilize the market and attracting quality insurers to the state is key to accomplishing our goals."

"We are very excited to offer a local solution to western Kentucky. Local and state officials worked diligently with us in assessing the communities' needs and developing a product the local market desires," said Chris Reef, Welborn's regional chief executive officer.

Welborn Health Plans began operating in the Evansville area in 1986. According to Reef, the company offers plans emphasizing preventive care, disease management and personalized health and wellness programs.

Currently, 19 companies are selling health insurance in Kentucky. In addition, Kentucky Access, the state's high risk pool, is available for individuals who are unable to find coverage in the traditional health insurance market.

The Office of Insurance is an agency of the Department of Public Protection in the Environmental and Public Protection Cabinet.